

TOWNSEND AND TOWNSEND AND CREW LLP
 GREGORY S. GILCHRIST (Bar # 111536)
 GIA L. CINCONI (Bar # 141668)
 HOLLY GAUDREAU (Bar # 209114)
 Two Embarcadero Center, 8th Floor
 San Francisco, California 94111
 Telephone: (415) 576-0200
 Facsimile: (415) 576-0300
 Email: gsgilchrist@townsend.com, glcinconi@townsend.com

Attorneys for Plaintiff
 LEVI STRAUSS & CO.

UNITED STATES DISTRICT COURT
 FOR THE NORTHERN DISTRICT OF CALIFORNIA

LEVI STRAUSS & CO.,

Plaintiff,

v.

LIPS JEANS,

Defendant.

Case No. C 07-4268 JW

**PLAINTIFF LEVI STRAUSS & CO.'S
 REQUEST TO CONTINUE INITIAL
 CASE MANAGEMENT
 CONFERENCE**

**CMC DATE: Jan. 14, 2008
 CMC TIME: 10:00 a.m.**

By order dated November 20, 2007, this Court continued the Initial Case Management Conference in this action to January 14, 2008. Plaintiff Levi Strauss & Co. ("LS&CO.") hereby requests that the Conference be further continued for an additional four weeks, until February 11, 2008.

LS&CO. has had initial settlement discussions with a representative of Lips Jeans, which is not represented by counsel. LS&CO. believes that this dispute can be resolved without the need for litigation, but additional time is required to finalize the terms of a settlement. LS&CO. believes that rather than devoting time and resources to preparing for and attending the Initial Case Management Conference, the parties and the Court would be better served by continuing the Conference in order to allow the parties to pursue and hopefully conclude an informal resolution.

1 Accordingly, LS&CO. respectfully requests that the Initial Case Management Conference be
2 continued to February 11, 2008.

3
4 Respectfully submitted,
5 Date: January 10, 2008 TOWNSEND AND TOWNSEND AND CREW LLP

6
7 By: /s/ Gia L. Cincone
GIA L. CINCONI

8 Attorneys for Plaintiff
9 LEVI STRAUSS & CO.

10
11
12 **[PROPOSED] ORDER**

13 GOOD CAUSE APPEARING THEREFOR, it is hereby ordered that plaintiff Levi Strauss &
14 Co.'s request to continue the Initial Case Management Conference is granted. The Initial Case
15 Management Conference is hereby scheduled for February 11, 2008, at 10:00 a.m.

16
17
18 DATED: _____

Hon. James Ware